

# INFORM EU: PAID SOCIAL MEDIA STRATEGY & CREATIVE FUNDAMENTALS

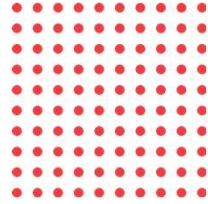


22 FEBRUARY, 2024




Ogilvy | Social.Lab

# TODAY



## agenda

1. Introduction
2. Paid Social Media Strategy Fundamentals
3. Content Best Practices Overview
4. Tips to Win on Social
5. Q&A 

```
DOCUMENT.WRITE  
<BR /><CENTER>  
<FONT SIZE=?2>  
<FONT COLOR=#FFFFFF>  
</FONT></CENTER>  
<BODY>  
<DIV CLASS="ELEMENTOR-WIDGET-  
CONTAINER">  
<H2 CLASS="ELEMENTOR-HEADING-  
TITLE ELEMENTOR-SIZE-SMALL">DAVID  
OGILVY  
</H2>  
</DIV>  
</BODY>
```

1

# INTRODUCTION



## BACKGROUND – EUROPE IN MY REGION



### "Europe in my region" umbrella campaign – social media service:

- Activity-based budget envelopes
- Tailored creative support (branded assets in various formats)

### Previous round (2021-23) cumulated results:

- 50 budget envelopes to 35 MAs in 20 MS (AT, BE, BG, CY, CZ, DE, DK, EL, FR, HU, HR, IE, IT, MT, NL, PL, RO, SE, SI, SK)
- 78+ M impressions
- 3.8+ M video views
- 230,000+ link clicks

**Next "Europe in my region" round (2024-26):** available as of spring 2024 (dedicated webinar to follow)

## THE SPEAKERS

### PAID SOCIAL MEDIA STRATEGY FUNDAMENTALS

**FRANÇOIS FAGGIANELLI**  
EU Social Content & Media  
Director



This part will cover the building blocks of a sound paid media strategy, as well as the importance of KPIs and metrics in reaching the campaign's objectives.

### SOCIAL CONTENT BEST PRACTICES AND TIPS TO WIN ON SOCIAL

**VALENTINA  
POL**  
EU Paid Social Campaign  
Manager



This part will cover best practices for social media ads from an overall perspective (copy, creative, format, etc.) so that your content is impactful and deliver on your objectives.

```
DOCUMENT.WRITE  
<BR /><CENTER>  
<FONT SIZE=?2>  
<FONT COLOR=#FFFFFF>  
</FONT></CENTER>  
<BODY>  
<DIV CLASS="ELEMENTOR-WIDGET-  
CONTAINER">  
<H2 CLASS="ELEMENTOR-HEADING-  
TITLE ELEMENTOR-SIZE-SMALL">DAVID  
GILVY  
</H2>  
</DIV>  
</BODY>
```

2

# PAID SOCIAL MEDIA STRATEGY FUNDAMENTALS





## WHAT YOU CAN EXPECT



A better understanding of the building blocks for a sounded paid social strategy and campaign



A strong refresher on the importance of setting up KPIs and carefully choosing your objectives



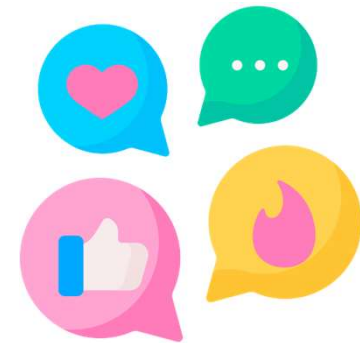
A good understanding of the available KPIs/metrics and which ones to focus on

```
DOCUMENT.WRITE  
<BR /><CENTER>  
<FONT SIZE=72>  
<FONT COLOR='#FFFFFF'>  
</FONT></CENTER>  
<BODY>  
<DIV CLASS="ELEMENTOR-WIDGET-  
CONTAINER">  
<H2 CLASS="ELEMENTOR-HEADING-  
TITLE ELEMENTOR-SIZE-SMALL">DAVID  
OGILUY  
</H2>  
</DIV>  
</BODY>
```

## WHAT MAKES PAID SOCIAL, SOCIAL?

One of the main differences with other types of more conventional advertising (for example a street billboard, or a print ad in a newspaper), and which makes it stronger, is the social element of a Facebook or an Instagram paid campaign for example.

Indeed, based on the engagement that your content is driving (positive or negative, strong or low), you will pay more or less for the same results. If your content is considered to be of quality, the platform will favour it and charge you less to serve it. If it's 'bad' content, it will charge you more to make it appear in people's feeds.





## THE NEED FOR PAID

Despite what we call an “organic comeback” on platforms like TikTok, competition from other organisations, private companies and people to get users’ attention in the newsfeed on the biggest channels like Meta, remains high.

A minimum spend is then key to ensure a sizeable level of awareness and engagement and to make sure you are reaching the right audience with your content, therefore helping you achieve your communication objectives.



## REASONS TO DO PAID

### Increasing awareness

*REACH/IMPRESSIONS*

- Reaching more people
- Driving broader awareness
- Increasing Share Of Voice (SOV) on key topics

### Increasing consideration

*ENGAGEMENT/ACTIONS*

- Driving more engagement (Views, Shares, etc.)
- Increasing consideration by driving them to owned channels
- Changing perception/behaviour

### Increasing relevancy

- Promoting the right content, at the right time and to the right people
- Achieving more specific objectives (traffic, engagement, etc.)
- Increasing content's relevancy



## DESIGNING YOUR PAID SOCIAL APPROACH

### Always-on

Promoting content all year-round, to ensure a continuous presence

### Campaign-led

Promoting a few specific campaigns throughout the year

### Tactical

Promoting more timely/topical content to increase SOV in a reactive way



## PLANNING YOUR CAMPAIGN

### Objectives & KPIs

Your main goals and indicators to measure success

### Target audience & targeting approach

Who are you targeting? Who do you want a behaviour change from? How will you target them?

### Budget allocation

What's your total available media investment?

### Content / execution

What assets (videos, stills, etc.) do you want to promote?  
What formats do you want to leverage?

### Channel mix

What's the most suitable channel or mix of channels to reach your target audience and achieve your objectives?





# 2.1

## OBJECTIVES & KPIS

## START FROM YOUR “ORGANISATION” OR CAMPAIGN COMMUNICATION OBJECTIVES

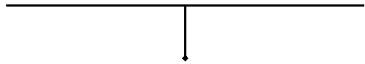
As an organisation, you must have **specific communication objectives/goals** that you define at an overarching level or at a specific campaign level, it could be:

- 1/ Driving awareness of the role of the EU at the regional level**
- 2/ Promoting the success of EU-funded projects in your region**
- 3/ Changing EU citizens’ perception of the benefits of EU-funded projects**
- 4/ Encouraging local citizens to experience EU-funded projects in real life**



**TRANSLATE THEM INTO PAID SOCIAL MEDIA OBJECTIVES...**

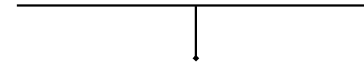
**Communication objectives**



- 1/ Driving awareness of the role of the EU at the regional level**
- 2/ Promoting the success of EU-funded projects in your region**
- 3/ Changing EU citizens' perception of the benefits of EU-funded projects**
- 4/ Encouraging local citizens to experience EU-funded projects in real life**



**Paid social objectives**



- AWARENESS**
- CONSIDERATION**
- CONVERSION**

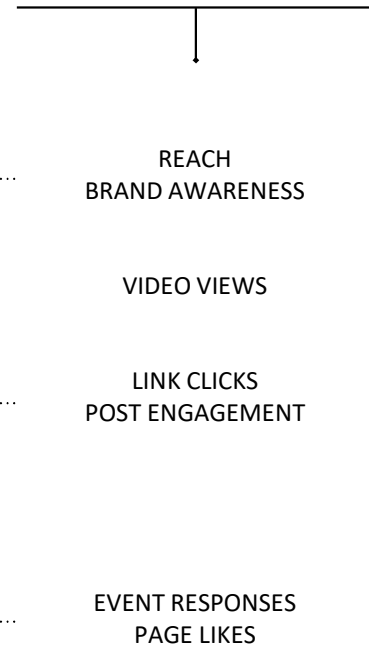


**...AND THEN INTO PLATFORM CAMPAIGN OBJECTIVES**

**Paid social objectives**



**Platform campaign objectives**





## TRY FOCUSING ON A SINGLE OBJECTIVE

When running a paid social campaign, it is important to **focus on one or two main objectives**, so you can more easily achieve that objective, optimise your campaign for it and track your performance.

Indeed, your campaign could be successful at a certain level (engagement) while not achieving its actual main purpose (driving traffic).

### example



You want as many people as possible to 'attend' a guided tour of a local church renovated through EU funding



You run a video post on Facebook which drives people to your Facebook Event page

At the end of the campaign, your video has driven a lot of views, reactions and comments but only 10 people are 'attending' your event





## WHY SETTING UP KPIS?

### Goal alignment

Setting up Key Performance Indicators (KPIs) allows you to **align your individual channels and campaigns goals with your organisation's overall objectives**. By defining specific metrics and targets, KPIs provide clarity and focus on what needs to be achieved and **allow you to smartly plan your media campaign to achieve those objectives**.

### Performance measurement/assessment

Setting up KPIs is **the only way to effectively measure the performance and effectiveness of your campaign(s)**, allowing you to track and evaluate your performance throughout the campaign lifecycle against defined targets, and based on the results, to **identify areas of improvement and optimise accordingly**.

```
DOCUMENT.WRITE
  <BR /><CENTER>
  <FONT SIZE=72>
  <FONT COLOR="#FFFFFF">
</FONT></CENTER>
<BODY>
  <DIV CLASS="ELEMENTOR-WIDGET-
CONTAINER">
  <H2 CLASS="ELEMENTOR-HEADING-
TITLE ELEMENTOR-SIZE-SMALL">DAVID
OGILUY
  </H2>
</DIV>
</BODY>
```



## QUANTITATIVE VS. QUALITATIVE

### quantitative

Some KPIs are considered as quantitative, allowing you to really measure the impact of your campaign and its performance through numerical figures. These are compulsory in order to assess your paid social activity's success.

VS.

### qualitative

Other KPIs are considered as qualitative, allowing you to measure your campaign's performance and success in a more subjective way, usually through surveys or studies, assessing people's positive perception or behaviour change. They are complementary to quantitative KPIs but tell a stronger story.

```
DOCUMENT.WRITE
  <BR /><CENTER>
  <FONT SIZE=72>
  <FONT COLOR=#FFFFFF>
</FONT></CENTER>
<BODY>
  <DIV CLASS="ELEMENTOR-WIDGET-
CONTAINER">
  <H2 CLASS="ELEMENTOR-HEADING-
TITLE ELEMENTOR-SIZE-SMALL">DAVID
OGILUY
  </H2>
</DIV>
</BODY>
```



## VOLUME VS. PERFORMANCE METRICS

### volume metrics

Volume metrics refer to metrics that are strictly considered from a total figure perspective, giving you an indication of the achieved impact volume-wise. They are important but can't be used as the sole way to measure the success of your paid social activity.

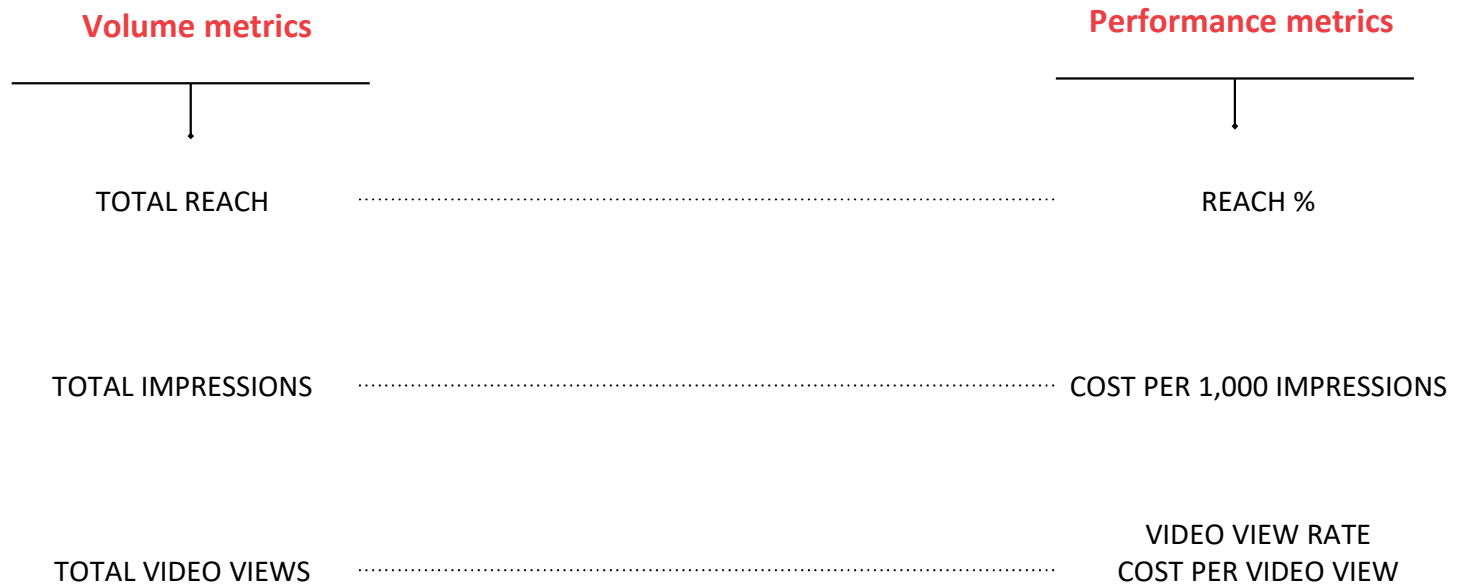
VS.

### performance metrics

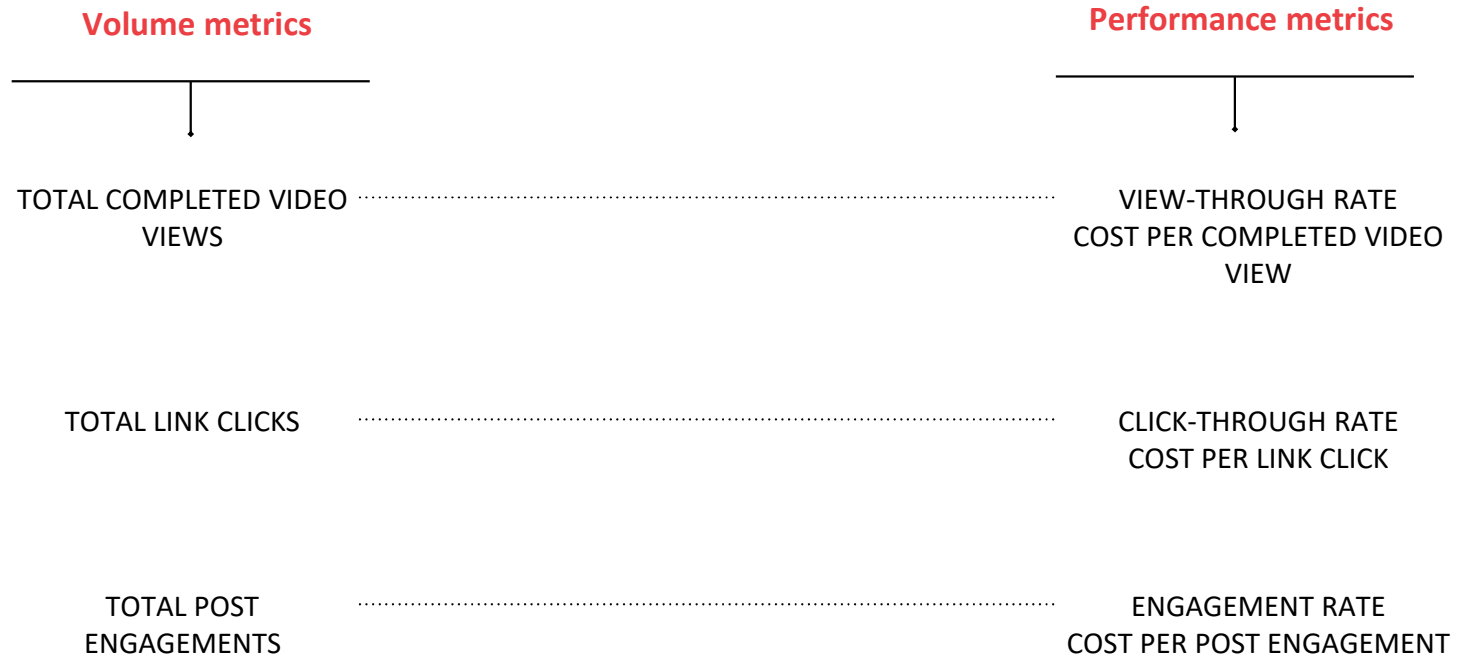
Performance metrics are much more insightful and giving you a truer sense of how strong your performance is. They are the only ones you can really compare to an existing benchmark and the ones you leverage to not only assess your effectiveness, but also optimise your campaigns against.

```
DOCUMENT.WRITE
  <BR /><CENTER>
  <FONT SIZE=72>
  <FONT COLOR=#FFFFFF>
</FONT></CENTER>
<BODY>
  <DIV CLASS="ELEMENTOR-WIDGET-
CONTAINER">
  <H2 CLASS="ELEMENTOR-HEADING-
TITLE ELEMENTOR-SIZE-SMALL">DAVID
OGILUY
  </H2>
</DIV>
</BODY>
```

## AWARENESS KPIS



## CONSIDERATION KPIS



## CONVERSION KPIS

### Volume metrics

---

TOTAL EVENT RESPONSES

TOTAL FOLLOWERS

TOTAL SUBSCRIPTIONS

### Performance metrics

---

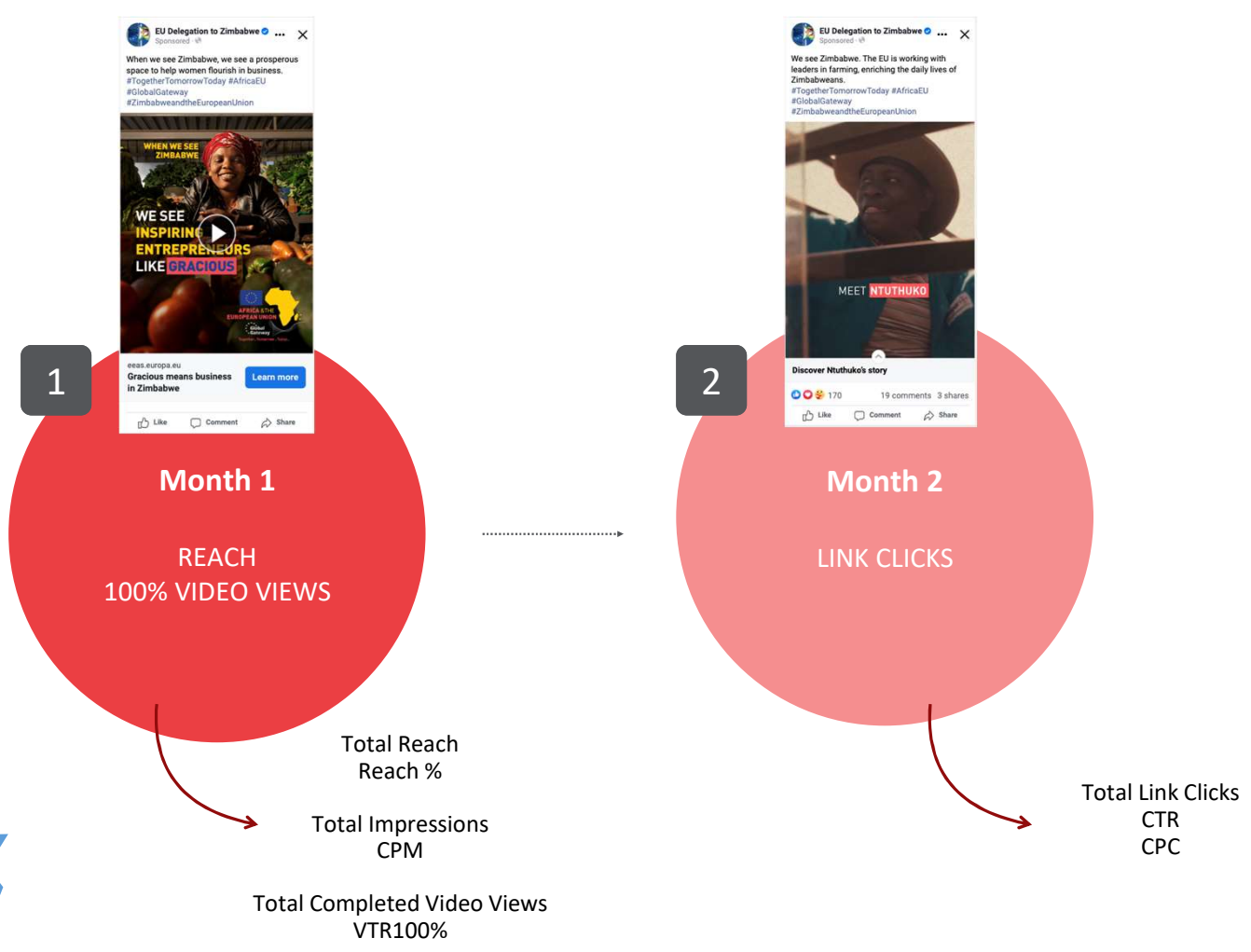
RESPONSE RATE  
COST PER EVENT RESPONSE

FOLLOWING RATE  
COST PER NEW FOLLOWER

SUBSCRIPTION RATE  
COST PER POST SUBSCRIPTION



## A MIX OF VOLUME AND PERFORMANCE METRICS





## WAYS TO MEASURE QUALITATIVE KPIS

### brand lift studies

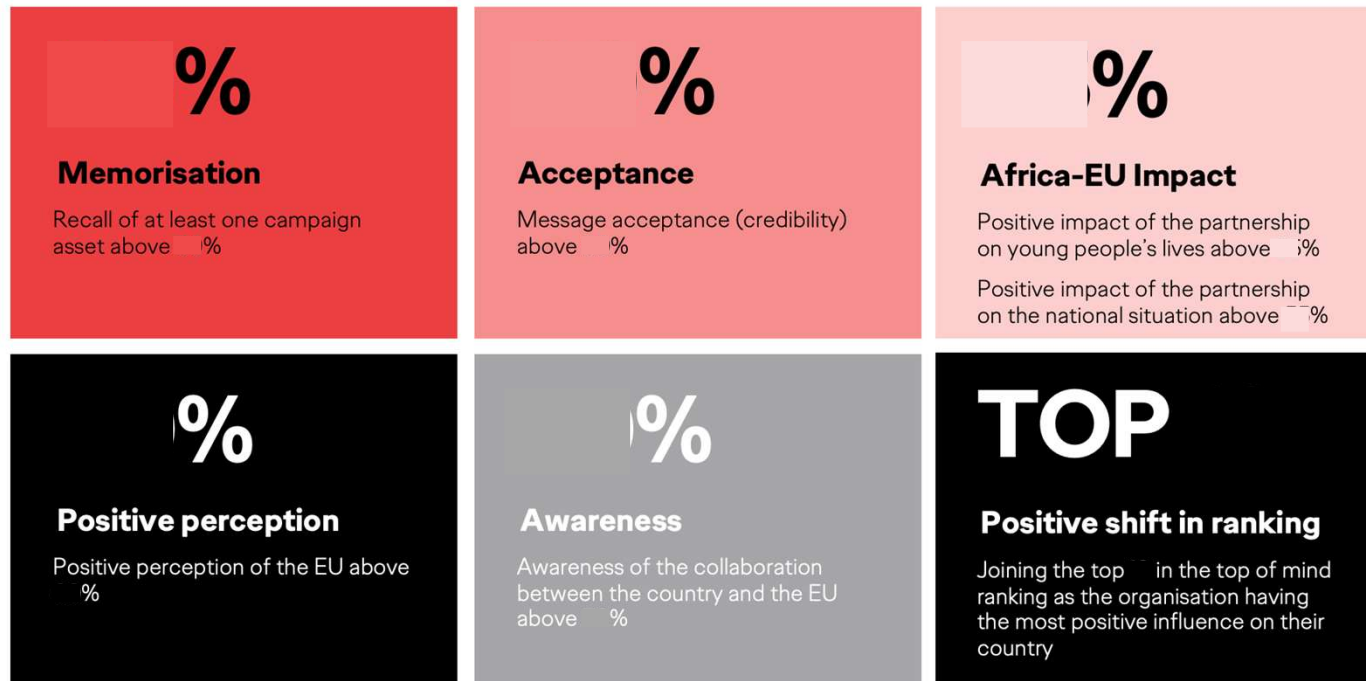
This type of study can be conducted for most paid social channels, either through a platform representative or in a self-service way. It allows you to measure the effectiveness of your campaigns through more basic but still relevant indicators such as Ad Recall or Message Association.

### pre/post survey analysis

This type of study is usually conducted by an insight/research agency, and is much more comprehensive, allowing for a wider set of questions and indicators to look into to more effectively assess the effectiveness of your campaigns. Some indicators are the same but this one provides a much more holistic and qualitative view.



COMPLEMENTED WITH QUALITATIVE KPIS FOR THE OVERALL CAMPAIGN





# 2.2

## TARGET AUDIENCE & TARGETING APPROACH

## UNDERSTANDING & DEFINING YOUR TARGET AUDIENCE USING THE “SMART” METHODOLOGY



Whether you call them “personas” or segments, or target audiences, this is your starting point to design your paid social strategy, you need to understand fully your target audience to be able to define which channel mix to use, what content and messaging to use and how you will engage with them.

### 1 Source

Paint a precise picture of the audience and its attributes, ranging from socio-demographic insights to behavioural and attitudinal learnings

### 2 Monitor

Monitor different audience tensions, such as European sentiment, perception of the key EC’s political priorities, etc.

### 3 Analyse

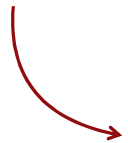
Deep dive into data, insights and learnings in order to analyse and form hypothesis as per the most adequate audience segmentation

### 4 Refine

Unpack the audience segments in regards of communication objectives and create a hierarchy between them based on expected outcomes

### 5 Target

Define the best and most accurate way to target those audience segments



A big component of this step is to understand their media consumption habits and behaviours and the particular media landscape they are facing so we select the right channel mix

## TRANSLATING YOUR TARGET AUDIENCE INTO PAID SOCIAL AUDIENCES

The “TARGET” step consists of translating your target audience and/or different segments into paid social audiences for each of the channels of your mix, using each platform’s targeting parameters. The channel mix itself would also be informed by the capacity to effectively translate a given target audience into a paid social audience.

### Targeting parameters

- Gender
- Age
- Interests
- Location
- Demographics
- Behaviours
- Custom Audiences
- Lookalike Audiences



GENDER & AGE

Typically, you would target all types of gender and age could vary based on your objectives (i.e. EU in my school)

LOCATION

This would be either a specific region but could also be a specific city or area for tactical activities

INTERESTS

We exclude people with EU-related interests to tap into “EU Neutral” citizens



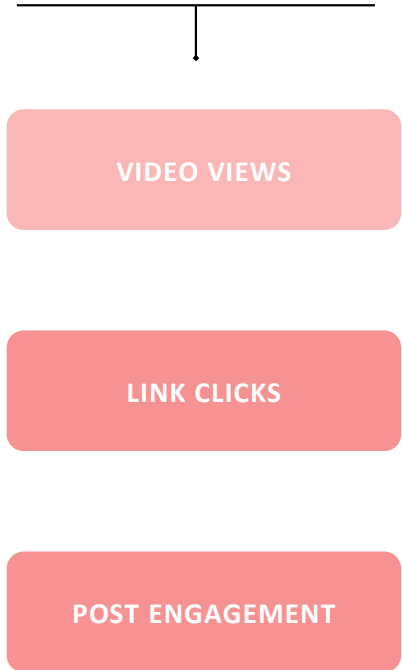


# 2.3

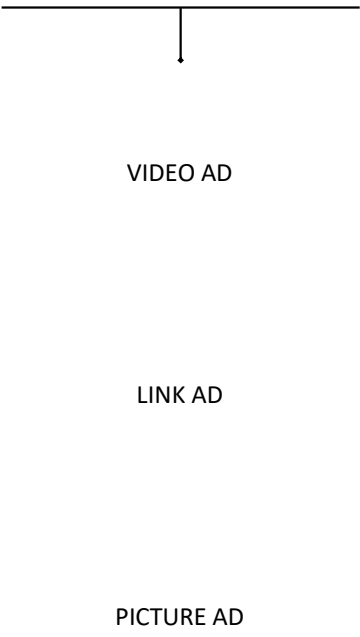
## CONTENT / EXECUTION

## USING CONTENT AND FORMATS THAT ARE IN LINE WITH YOUR OBJECTIVES

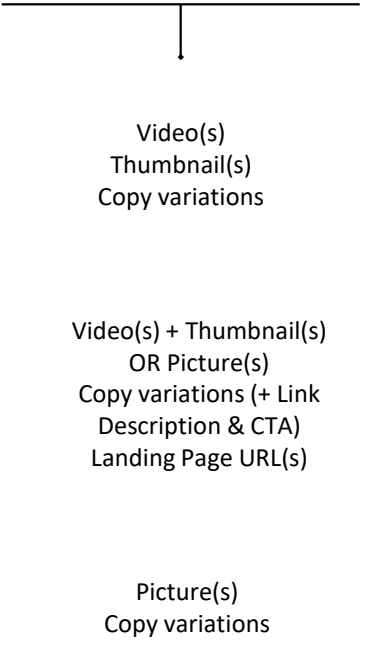
### Platform campaign objectives



### Format/execution



### Content/creative/assets



## WHY HIGH-QUALITY CONTENT IS KEY?

If you don't use high-quality content:


- The platform is going to penalise it, and your page (for Meta for example), if you continue to use low-quality content (for example encouraging click-baiting, or going against the platform's policies)
- People are not going to engage with it or worse, are going to complain about it, therefore impacting the relevancy of your posts to a specific audience and penalising you page on the long-term

As a result, and as part of a paid campaign, the platform is going to work harder (i.e. charge you more) to make your content appear in people's newsfeed or in worst cases, will limit your reach or even block your ads.

High-quality content is then key to achieve strong results and do it in a cost-effective way.







# 2.4

## CHANNEL MIX

## DEFINING YOUR PAID SOCIAL MEDIA MIX



### Reach potential / penetration

Looking at the actual penetration of the platform amongst our target audience population, with an objective of maximising Net Reach

### AFFINITY

The affinity of the target audience with the platform, to ensure they have enough appeal for a given platform to use it and enjoy consuming content on it

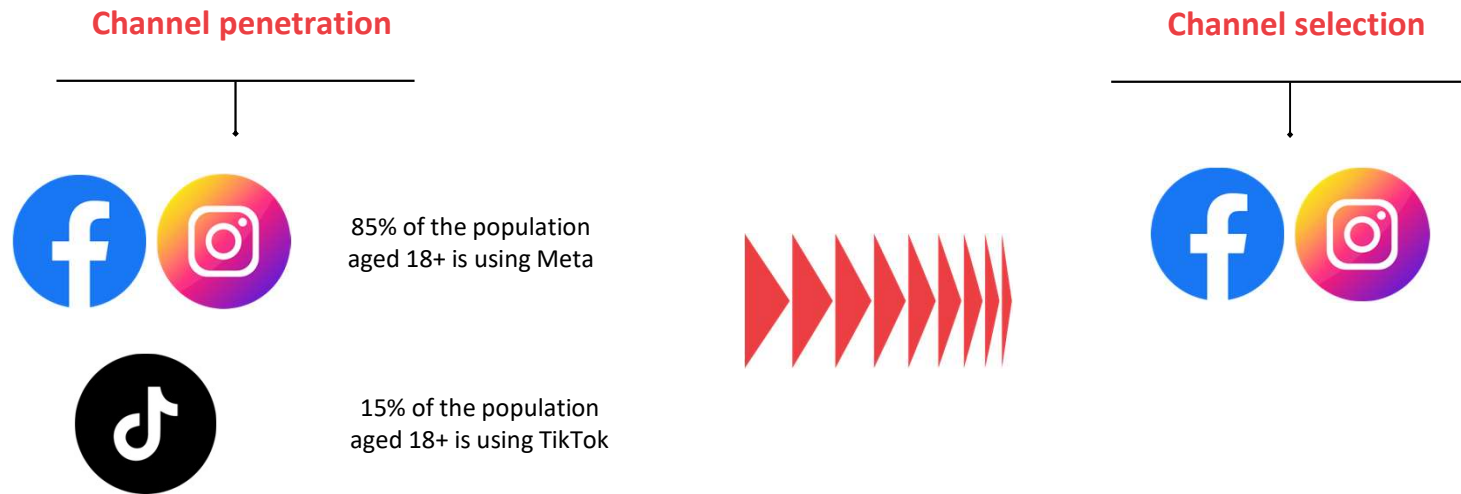
### Capacity to drive the expected outcome

Making sure the platform has potential to enhance and deliver our message in the best way possible to drive impact (through specific placements, formats, mechanics)



## REACH POTENTIAL/PENETRATION

In the context of regional campaigns, where we usually need to reach a minimum proportion of the local population, the Reach potential or the Penetration Rate of each channel is one of the main things we look into.





# 2.5

## BUDGET ALLOCATION

## ALLOCATING YOUR BUDGET TO ACHIEVE YOUR OBJECTIVES IN A COST-EFFECTIVENESS WAY

### Target audience size

The size of our main audience can vary greatly from one region to another (i.e., Madeira vs. southern region in France) and therefore could require a different level of investment to achieve the same results

### Media costs

Based on our existing paid media benchmark, we use Cost per Thousand (CPM) as our main metric to distribute budgets between the different regions and/or the different channels of the mix



## WHAT'S AN APPROPRIATE BUDGET?

Social is a cost-effective medium when it comes to paid and you don't necessarily need a huge budget to achieve some of your objectives.

An 'appropriate' budget is hard to define and will be strongly dependent on your priorities (social media vs. another channel for example) and the overall communication budget you have at your disposal.

That said, one way to define your paid social budget is to identify what your ideal target/objective is and find out how much money you would need to invest to achieve that ideal target/objective.

### example



You want post to be 'seen' by **at least half of the regional population (2M)**

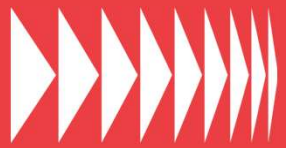
**Reach Target – 1M**



Reaching 1 person in your local country is worth €0.002

You'll then need about **€2,000 to reach 1 million people**





# 2.6

## CAMPAIGN EXECUTION

## BRINGING EVERYTHING TOGETHER TO DEFINE YOUR CAMPAIGN EXECUTION

Once you have defined your objectives, your target audience, your channel mix, and the content you are going to use, you can define your campaign execution, which is essentially a comprehensive overview of your campaign and its structure, that will help you set it up and make sure you are running it at the right time and with the right budget.

### Timings & phasing

How long is your campaign going to run? Which execution will run first? What's the campaign's structure? Should we have multiple phases?

---

Always look back at your objectives  
Check the calendar  
Anticipate content fatigue  
Build a story

### Campaign details

For each phase and for each content execution, what's your detailed targeting and the specific campaign objective to be used?

---

Use the right campaign objective  
Make use of retargeting  
Use the right format and the right targeting for each purpose

### Budget allocation

How are you going to split your budget between each phase or between each content execution?

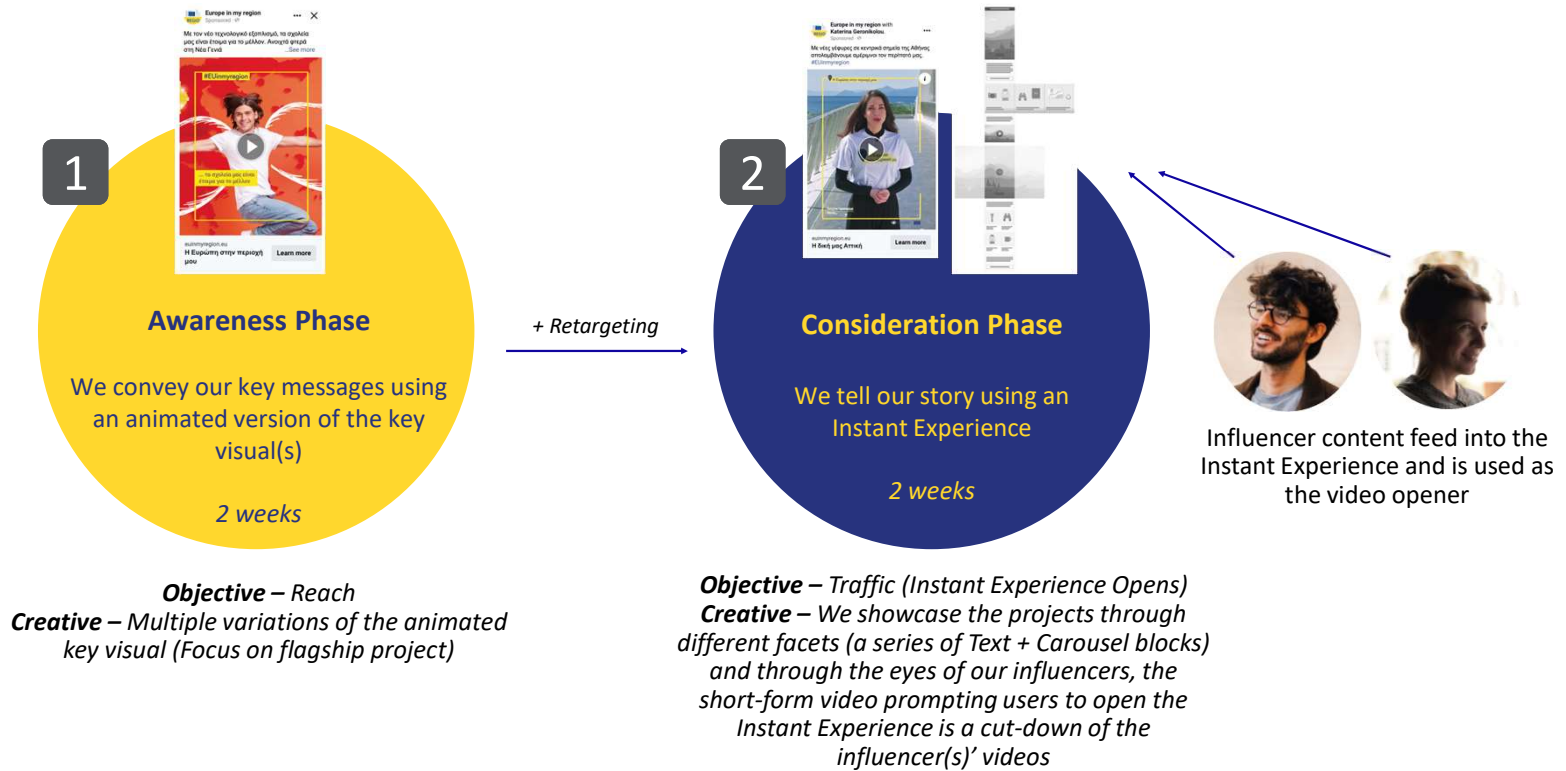
---

Look back at your objectives  
Set your priorities  
Pay attention to your media pressure





## AN EXAMPLE





# 2.7

## DEFINING YOUR KPI FRAMEWORK



## AIMING FOR QUALITATIVE TARGETS AND MEASUREMENT

Factors (financial, organisational, logistical ones) can impact the way you build your KPI framework for a given campaign or a set of paid social activities, but you should always aim for a KPI and measurement framework that is as qualitative as possible - this should be your mindset.

You can start small and improve along the way but aiming for qualitative targets and measurement will also help in refining your choice of objectives, your choice of metrics to measure against, and ultimately the overall quality of your paid social activity.

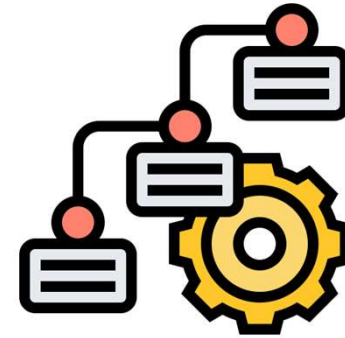


```
DOCUMENT.WRITE  
  <BR /><CENTER>  
  <FONT SIZE=72>  
  <FONT COLOR="#FFFFFF">  
</FONT></CENTER>  
<BODY>  
  <DIV CLASS="ELEMENTOR-WIDGET-  
CONTAINER">  
  <H2 CLASS="ELEMENTOR-HEADING-  
TITLE ELEMENTOR-SIZE-SMALL">DAVID  
OGILUY  
  </H2>  
</DIV>  
</BODY>
```



## THE CAMPAIGN'S INTERVENTION LOGIC

It is a tedious exercise but for big campaigns, we develop what we call an **intervention logic** that allows us to **effectively measure the effectiveness and impact** of a given communication action and to better **align our set of KPIs with our campaign's overarching objectives**.



```
DOCUMENT.WRITE  
  <BR /><CENTER>  
  <FONT SIZE=22>  
  <FONT COLOR='#FFFFFF'>  
</FONT></CENTER>  
<BODY>  
  <DIV CLASS="ELEMENTOR-WIDGET-  
CONTAINER">  
  <H2 CLASS="ELEMENTOR-HEADING-  
TITLE ELEMENTOR-SIZE-SMALL">DAVID  
OGILUY  
  </H2>  
</DIV>  
</BODY>
```



## THE CAMPAIGN'S INTERVENTION LOGIC, AN EXAMPLE

### PROBLEM DEFINITION

The unprovoked Russian invasion of Ukraine has further destabilised already fragile agricultural markets. The COVID-19 pandemic and climate change are putting agriculture under pressure all over the world. Already before the Russian invasion, commodity markets were witnessing a significant price surge, which agricultural markets felt through the increases in energy and fertiliser costs and although food supply itself is not at stake in the EU today, the invasion of Ukraine and a global commodity price boom are driving up prices in agricultural and seafood product markets and exposing the vulnerabilities of our food system. For example, our dependence on imports when it comes to energy, fertiliser and animal feed. This increases costs for producers and affects the price of food, raising concerns as regards the purchasing power of consumers, and the income of producers.

In the face of this challenge, the European Commission adopted a 'Communication on safeguarding food security and reinforcing the resilience of food systems' on 23 March 2022 and has identified two main audiences (Low-income citizens aged 25-60 and farmers aged 25+) that are particularly impacted by the current situation. The European Commission would then like to ensure citizens pertaining to those groups in particular are well informed about the benefits of the EU action in the area of food security and supporting EU farmers and consumers and doing so first with a focus on France, Greece, Ireland and Poland.

### NEEDS ANALYSIS

Need 1	Need 2	Need 3
<p><b>Low-income citizens and farmers</b></p> <p>Need to further build trust and increase the positive perception towards the EU amongst this vulnerable population.</p> <p>Need to showcase the solidarity and the power of the EU to protect all citizens, in particular the most vulnerable ones, against the food price increase and the food production challenges.</p> <p>Need to allay concerns about the purchasing power of citizens and the income of producers.</p>	<p><b>Low-income citizens</b></p> <p>Need to allay concerns about the purchasing power of citizens.</p> <p>Need to be aware of the benefits of the EU action in the area of food security and in particular:</p> <ul style="list-style-type: none"> <li>•Price increases - need to be aware of the mitigating measures the EU is taking to support the most affected groups, including the reduced rates of Value Added Tax or encouraging economic operators to contain retail prices</li> <li>•Support - need to be aware of how the EU is providing food and/or basic material assistance to the most deprived (FEAD) or how the EU is stepping up humanitarian assistance to the regions and population groups most affected by food security</li> <li>•Supervision - need to be aware of the regular follow-up and analysis of food prices and food security the EU is conducting and how it's making stocks available to countries in need</li> </ul>	<p><b>Farmers</b></p> <p>Need to allay concerns about the income of producers.</p> <p>Need to be aware of the benefits of the EU action in the area of food security and in particular:</p> <ul style="list-style-type: none"> <li>•Support - need to be aware of the support the EU is providing to farmers most affected, including more advances of direct payments or state aid to farmers affected by significant increases in input costs</li> <li>•Flexibility - need to be aware of how the EU is allowing Member States to derogate from certain greening obligations to bring additional agricultural land into production or how it allows for temporary flexibilities existing import requirements on animal food</li> <li>•Sustainability &amp; Resilience - need to be aware of the EU's continuous support to countries in the transformation towards resilient and sustainable agricultural and aquatic food systems and the will for greater use of innovation to contribute to increasing yields sustainably</li> </ul>

### TARGET AUDIENCE

Target audience 1: Low-income citizens (25-60) = 27% of 25-60 in France, Greece, Ireland and Poland - 19,350,672 individuals  
 Target audience 2: Farmers (25+) = 3.06% of 25+ in France, Greece, Ireland and Poland - 2,670,340 individuals



### OBJECTIVES

<p><b>Objective 1: To raise awareness about the EU decisive role in facing multiple crisis impacting food sector</b></p> <p>Target audience: Low-income (25-60) and Farmers (25+)</p>	<p><b>Objective 2: To inform vulnerable citizens about the measures to support them and limit the food prices increase – ultimately convincing them of the appropriate support it provides</b></p> <p>Target audience: Low-income (25-60)</p>	<p><b>Objective 3: To inform farmers about the EU measures to develop a more autonomous and sustainable agriculture, limit their inputs costs and protect their revenues – ultimately convincing them of the appropriate support it provides</b></p> <p>Target audience: Farmers (25+)</p>
---	---	--

All changes and increase are tracked at final survey

<b>KPIs linked to objective 1</b>	<b>Output KPI:</b> Reach %, avg. view through rate, avg. engagement rate,	<b>KPIs linked to objective 2</b>	<b>Output KPI:</b> Reach %, avg. view through rate, avg. click-through rate,	<b>Output KPI:</b> Reach %, avg. view through rate, avg. click-through rate,
-----------------------------------	---	-----------------------------------	--	--

CONTAINER >  
 <H2 CLASS="ELEMENTOR-HEADING-  
 TITLE ELEMENTOR-SIZE-SMALL">DAVID  
 OGILVY  
 </H2>  
 </DIV>  
 </BODY>



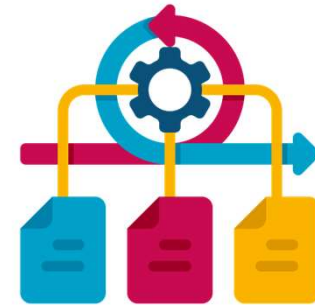
## A SMART KPI FRAMEWORK

On the back of the agreed campaign intervention logic, we develop a set of KPIs which follow the structure of **Commission Communication Network Indicators**:

1/ Outputs

2/ Results (outcomes)

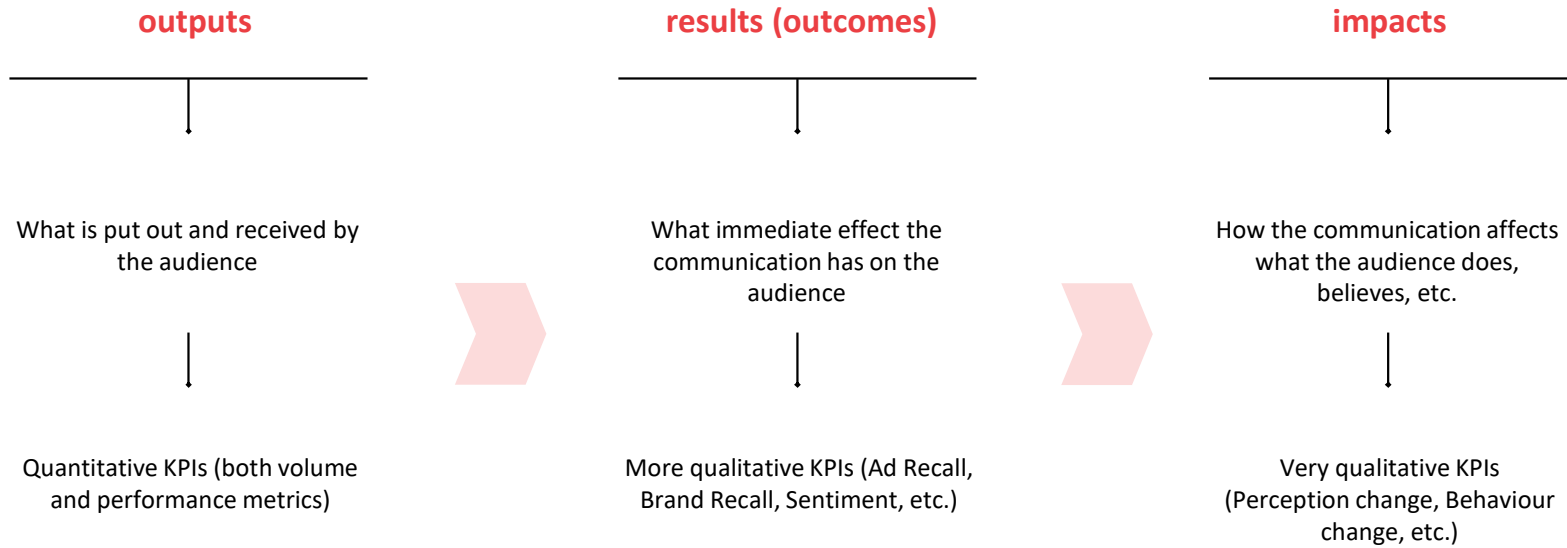
3/ Impacts



```
DOCUMENT.WRITE  
<BR /><CENTER>  
<FONT SIZE=72>  
<FONT COLOR=#FFFFFF>  
</FONT></CENTER>  
<BODY>  
<DIV CLASS="ELEMENTOR-WIDGET-  
CONTAINER">  
<H2 CLASS="ELEMENTOR-HEADING-  
TITLE ELEMENTOR-SIZE-SMALL">DAVID  
OGILUY  
</H2>  
</DIV>  
</BODY>
```



## A SMART KPI FRAMEWORK

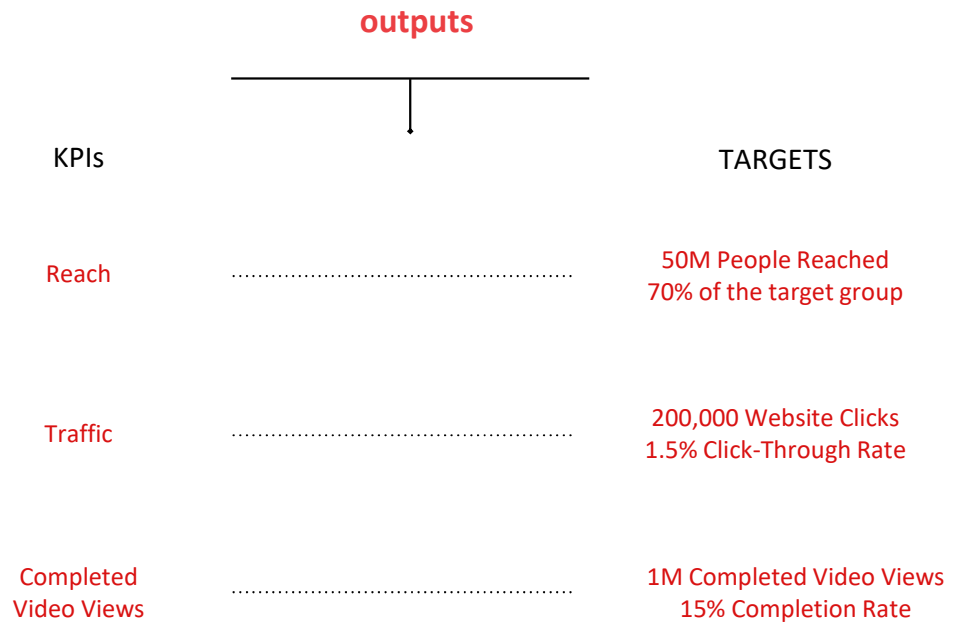


```
DOCUMENT.WRITE  
  <BR /><CENTER>  
  <FONT SIZE=72>  
  <FONT COLOR=#FFFFFF>  
</FONT></CENTER>  
<BODY>  
  <DIV CLASS="ELEMENTOR-WIDGET-  
CONTAINER">  
  <H2 CLASS="ELEMENTOR-HEADING-  
TITLE ELEMENTOR-SIZE-SMALL">DAVID  
OGILUY  
  </H2>  
</DIV>  
</BODY>
```



## A SMART KPI FRAMEWORK

Finally, in line with the KPIs framework you have designed, you define more precisely the targets you are aiming for in each category (Output, Result, Impact), which will be monitored, reported on; and against which you will optimise a given campaign.



```
DOCUMENT.WRITE
  <BR /><CENTER>
  <FONT SIZE=72>
  <FONT COLOR="#FFFFFF">
</FONT></CENTER>
<BODY>
  <DIV CLASS="ELEMENTOR-WIDGET-
CONTAINER">
  <H2 CLASS="ELEMENTOR-HEADING-
TITLE ELEMENTOR-SIZE-SMALL">DAVID
OGILUY
  </H2>
  </DIV>
</BODY>
```





## A SMART KPI FRAMEWORK, AN EXAMPLE

OUTPUTS					
Component (A)					
Percentage of target population reached (using the Sainsbury formula)	Estimated online media impressions	Estimated Video views	Estimated Avg. Video Completion Rate	Estimated Avg. Engagement Rate in paid social	Estimated Avg. Engagement Rate through influencers
Around █ %	█	█	█ % (YT + Social)	█ %	█ %
Component (B)					
Share of target population reached (de-doubled count)	Numbers of clippings / mentions of the EU in online media	Video Completion Rate		Engagement Rate	
█ %	█	█ %		█ %	
RESULTS					
Component (A)					
Recall of at least 1 campaign asset	Attribution of the EU as messenger to the campaign assets	Reactions to the campaign assets (relevance, salience, message clarity, message outtake)		Share of positive reactions	
█ % of target audience <sup>11</sup>	█ % of target audience	Above █ % for all indicators		█ %	
Component (B)					
Share of positive reactions					
█ %					
IMPACTS					
Component (A)					
Increase in awareness of EU's action in one's country	Increase in share of respondents who consider their country benefits from partnership with the EU		Perception of the EU in comparison to others		
█ percentage points among target audience	█ percentage points		EU to feature in top █ partners mentioned		

DOCU

</FO  
<BOD  
<C  
CONT

TITLE  
OGILUY  
</H2>  
</DIU>  
</BODY>



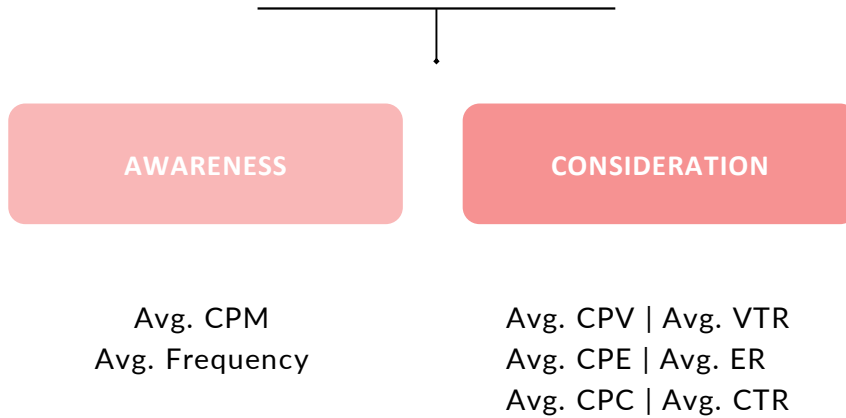
# 2.8

## BUILDING UP YOUR KPIS



## WHAT DO YOU NEED?

### Paid benchmark



### Allocated budget

The total budget/media investment allocated to a specific campaign



*You will only be able to build your Paid Benchmark after having run a couple of paid social campaigns*

```

DOCUMENT.WRITE
  <BR /><CENTER>
  <FONT SIZE=72>
  <FONT COLOR="#FFFFFF">
</FONT></CENTER>
<BODY>
  <DIV CLASS="ELEMENTOR-WIDGET-CONTAINER">
    <H2 CLASS="ELEMENTOR-HEADING-TITLE ELEMENTOR-SIZE-SMALL">DAVID
    OGILUY
  </H2>
</DIV>
</BODY>
  
```



## BUILDING UP YOUR KPIS, AN EXAMPLE

### Campaign

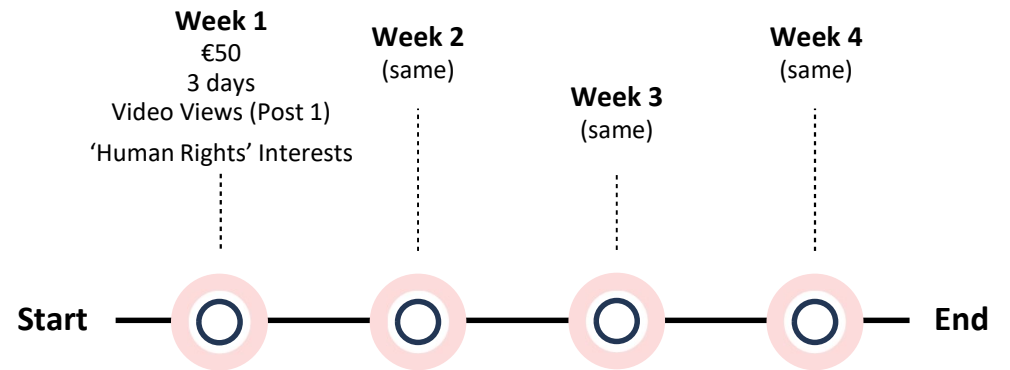
Each month, you are promoting one video post per week on an EU-funded project



VIDEOS

Monthly Budget  
€200

### Timings / Budget allocation / Details



```
DOCUMENT.WRITE
<BR /><CENTER>
<FONT SIZE=72>
<FONT COLOR=#FFFFFF>
</FONT></CENTER>
<BODY>
<DIV CLASS="ELEMENTOR-WIDGET-CONTAINER">
<H2 CLASS="ELEMENTOR-HEADING-TITLE ELEMENTOR-SIZE-SMALL">DAVID
OGILUY
</H2>
</DIV>
</BODY>
```



## BUILDING UP YOUR KPIS, AN EXAMPLE

### Parameters (1 week)

**Paid benchmark**

**CPV - €0.01  
CPM - €5.00  
VTR - 35%**

**Allocated budget**

**€50**

### Expected results / KPIs (1 week)

**AWARENESS**

**10,000 Impressions**

(50 / 5) x 1000

**CONSIDERATION**

**5,000 Video Views**

**VTR - 35%**

(50 / 0.01)

```
DOCUMENT.WRITE
  <BR /><CENTER>
  <FONT SIZE=22>
  <FONT COLOR="#FFFFFF">
</FONT></CENTER>
<BODY>
  <DIV CLASS="ELEMENTOR-WIDGET-CONTAINER">
  <H2 CLASS="ELEMENTOR-HEADING-TITLE ELEMENTOR-SIZE-SMALL">DAVID OGILUY
  </H2>
</DIV>
</BODY>
```



## MEASURING YOUR RESULTS, AN EXAMPLE

AWARENESS

CONSIDERATION

```
DOCUMENT.WRITE  
<BR /><CENTER>  
<FONT SIZE=72>  
<FONT COLOR=#FFFFFF>  
</FONT></CENTER>  
<BODY>  
<DIV CLASS="ELEMENTOR-WIDGET-  
CONTAINER">  
<H2 CLASS="ELEMENTOR-HEADING-  
TITLE ELEMENTOR-SIZE-SMALL">DAVID  
OGILUY  
</H2>  
</DIV>  
</BODY>
```

### Expected results

10,000 Impressions

CPM - €5.00

5,000 Video Views

CPV - €0.01

VTR - 35%

### Actual results

12,000 Impressions

CPM - €4.16

3,000 Video Views

CPV - €0.017

VTR - 32%

### assessment



# POLL TIME



**3**

# CONTENT BEST PRACTICES OVERVIEW

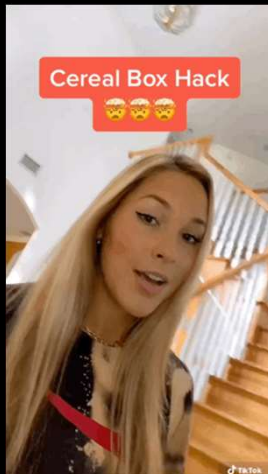




# ON SOCIAL, HERE ARE YOUR COMPETITORS:



Cooking/ASMR



HACKS



ENTERTAINMENT



Pets



Sport and Hobbies



## CONTENT BEST PRACTISES

# 6 GOLDEN RULES



## 1. OBJECTIVE FIT: AWARENESS



During the awareness phase, our only goal is to grab people's attention so they can remember our brand/project.

### Campaign Goals:

Reach, Brand Awareness and Video Views

**Main KPIs:** Across platform are Reach, CPM and VVR (Video-Views rate)

**Best format:** Video/ Short video (GIF)

It is the most use format during awareness across platforms, as it allow to pass your message in a richer way compared to static.



## 1. OBJECTIVE FIT: CONSIDERATION



During the traffic phase, the main goal is to encourage users to learn more about the project in-platform or on your website, or to engage with your content.

### Campaign Goals:

Traffic (Link Clicks), Video Views, Engagement.

**Main KPIs :** Across platform, the main metrics associated to traffic are Link Clicks, Video Views, Engagement, CTR, VVR and ER.

**Best format:** Static/ Short video /Carousels

## 2. KEEP IT SHORT



**When possible, promote video of maximum 15 seconds.** The longer the video the lower will be the completion rate (VTR). People are less likely to watch a video until the end if the video is long.

### 3. DYNAMIC START



**Purpose:**

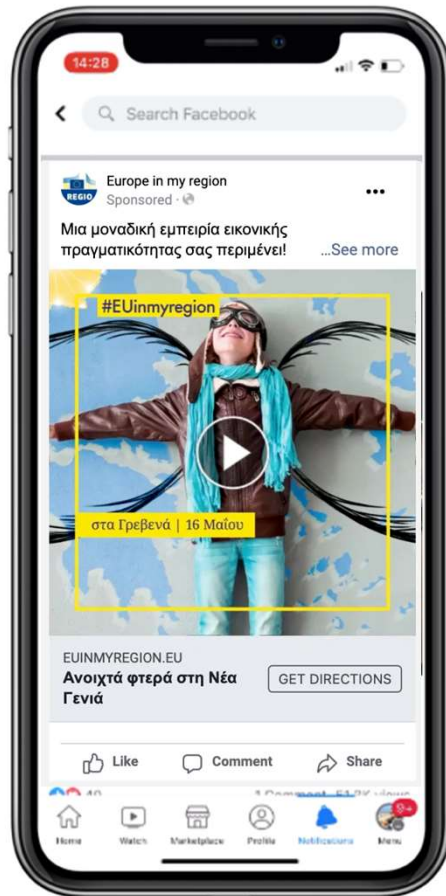
This helps to **grab and retain users' attention within the first 3 seconds..**

**How:**

Put your most important piece of information at the beginning and rewards retention with extra info.

In comparison with non-dynamic start, it helps message retention and increase the change the users will watch more of your content.

## 4. VISIBLE AND RELEVANT CTA



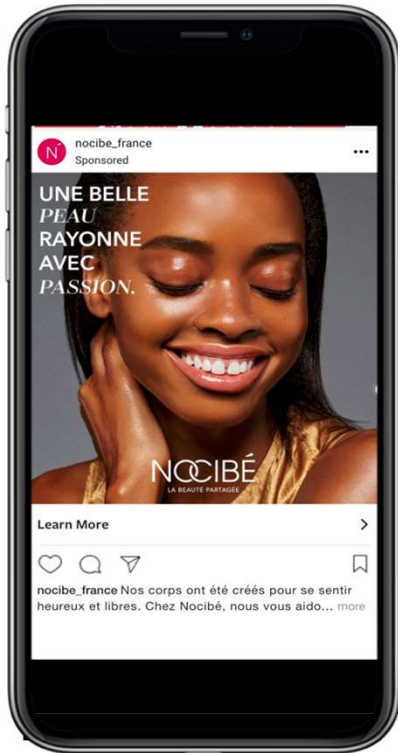
*Visible and  
relevant  
CTA*

**A visible CTA** (call to action) tell the user what action it should take once he has seen our ads.

It should be short and in line with the action you would like the users to take: click here, watch more, read more etc..



## 5. CLEAR MESSAGE

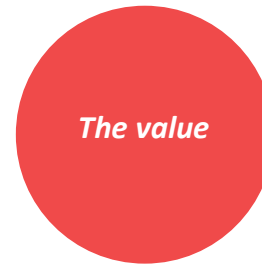
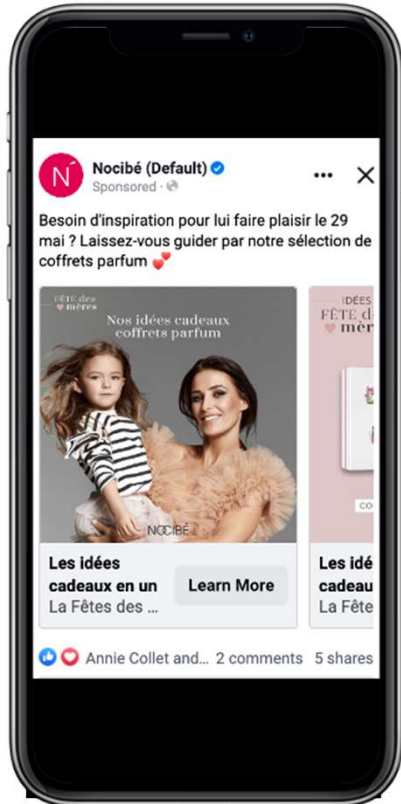


The message should be easy to understand and short as possible (15 sec max).





## 6. THE VALUE



What's the value of the project that we are advertising?



4

# TIPS TO WIN ON SOCIAL

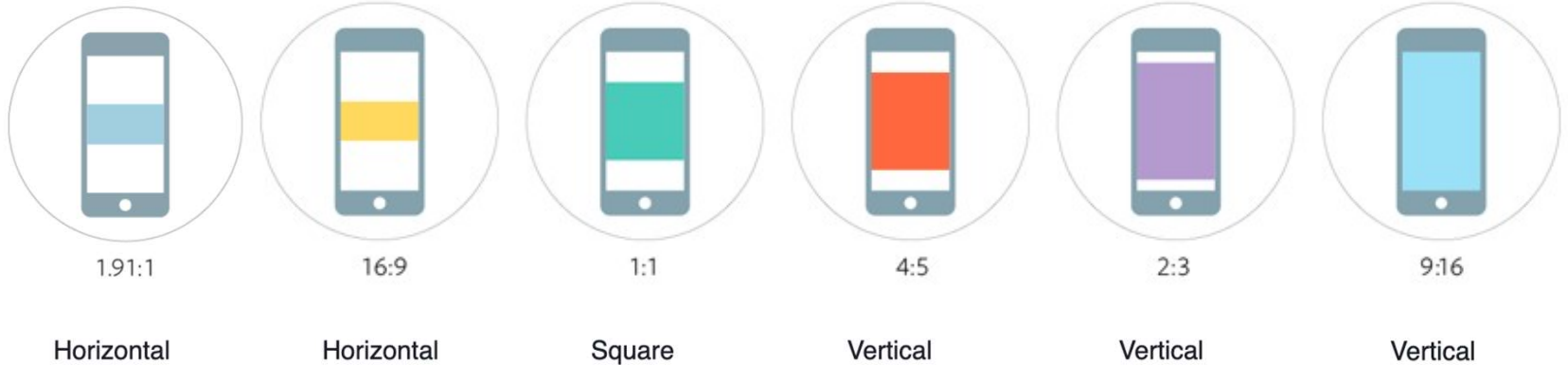




# 4.1

**PLACEMENTS:  
ONE RATIO  
TO RULE THEM ALL?**

# RECOMMENDED RATIOS



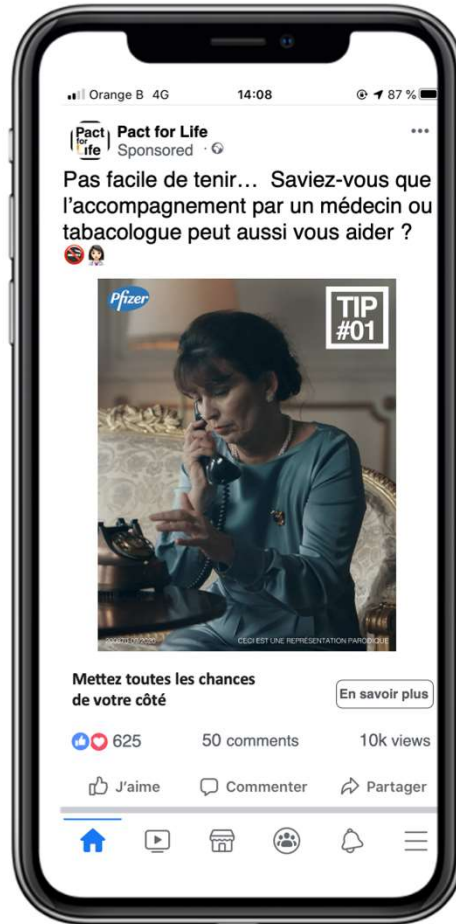
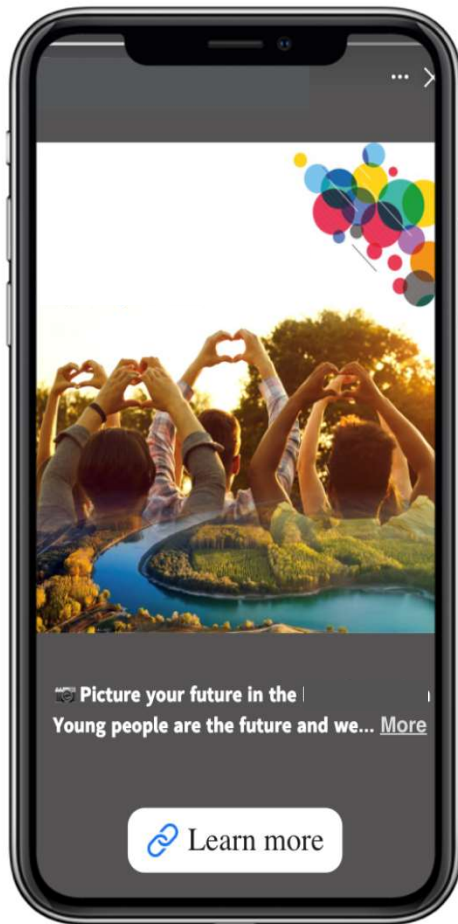
	FBIG Feed			Recommended for Images	Recommended for Videos		
	FBIG Stories						Recommended
f	FBIG In-Stream		Recommended				
i	FB Audience network		Recommended				
	FB right columns			Recommended			
	IG Shop			Recommended			
in	LinkedIn			Recommended for Images	Recommended for Videos		
p	Pinterest			Recommended			
d	TikTok						Recommended
t	Twitter			Recommended			

**SQUARE RATIO REMAINS THE MOST  
VERSATILE OPTION BUT IT'S NOT ALWAYS  
THE MOST IMPACTFUL**

# SO WHAT ?

**THE POSSIBILITY OF HAVING DIFFERENT RATIOS  
INFLUENCES THE CHOICE OF PLACEMENTS**

**DON'T USE AUTOMATIC SQUARE ASSETS**



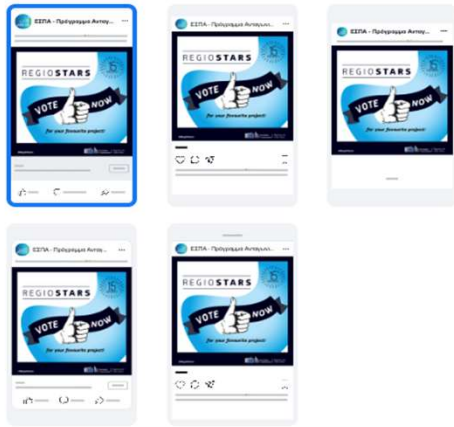
This could be improved



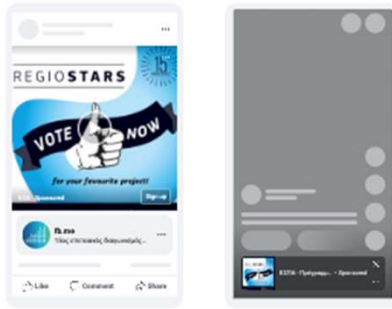
3.1 PLACEMENT: ONE RATIO TO RULE THEM ALL?

---

**Feeds**



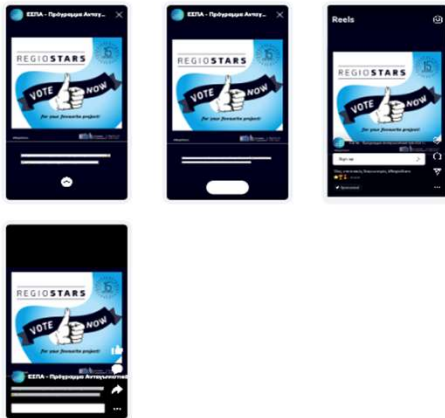
**In-stream ads for videos and reels**



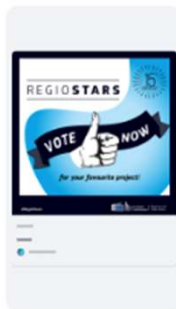
This could be improved



**Stories and Reels**



**Search results**





# IF YOU HAVE SQUARED **AND** VERTICAL ASSETS

## PLEASE REMEMBER TO USE PLACEMENT CUTOMISATION

New Awareness Campaign > New Awareness Ad Set > 1 Ad

In draft

Edit Review

### Ad set name

New Awareness Ad Set [Create template](#)

The name must follow the template below:

Country X Geography X Language X Targeting X

Age X Ad Set Details ✓

[Magic Builder](#)

### Awareness

Performance goal

Maximize reach of ads

To help us improve delivery, we may survey a small section of your audience.

Yo, I'm not saying you **HAVE TO** optimise your awareness campaign on ThruPlay, but in most cases, you want your video to be consumed. That 2 sec opti ain't impacting shit bro. If it's like a GIF, an animation, then ok, who cares... Or maybe you actually wanted to optimise your shit on reach, then go on, not my problem. But I felt i shoulda warn you. You know, sometime you're a bit asbent minded.. Just saying.

Facebook Page

Select Page +

Close Verifying your edits... Back Next

### Performance may be impacted

(Evolving changes within the ads ecosystem may affect your performance or reporting.)

Ad sets that include the European Region

### Audience definition

Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 7,500,000 - 8,900,000

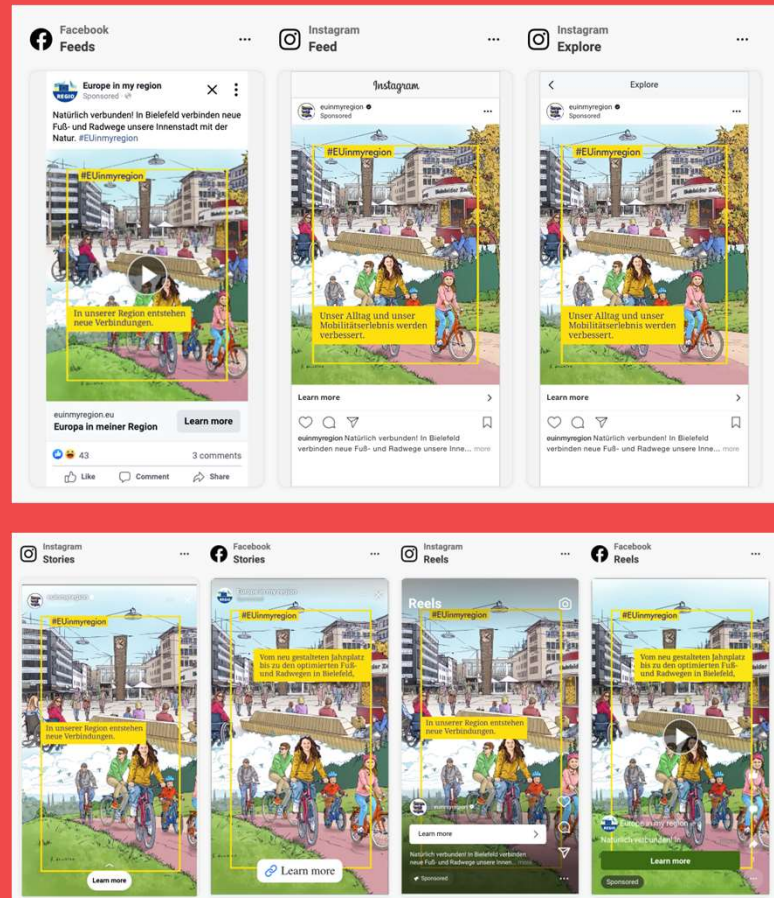
Your criteria is currently set to allow Advantage detailed targeting.

Estimates may vary significantly over time based on your targeting selections and available data and do not reflect Advantage audience options.

### Temporary drops in estimated audience size

People in the European Region have the option to use our products for free with ads or subscribe for no ads. Because some people haven't made their choice yet you may see a reduction in estimated

# GOOD EXAMPLE



## USE OF RIGHT RATIO



The more your ad takes space on the screen, the **more immersive** it is, the higher your changes to grab attention.

Performances are negatively impacted by delivering non optimal ratios on each placement.

On META, it is **crucial to have both squared and vertical ratios** for each creative asset to generate good performances.











# 4.2

## VIDEO CONTENT: WHAT LENGTH ?

# VIDEO LENGTH SPECIFICATIONS ACROSS PLACEMENTS

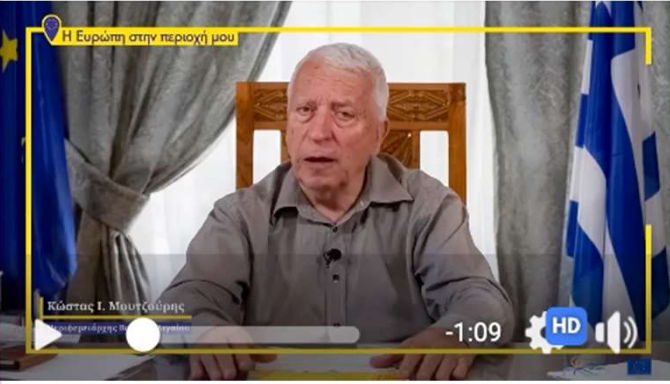
	FB Feed	240 minutes max
	FB Marketplace	15 seconds max
	FB In-stream	2 minutes max
	FB Stories	30 seconds max
	FB Instant Article	240 minutes max
	IG feed	60 minutes max
	IG Stories	1 minute max
	IG Reels	90 seconds max (from app) 15 minutes max (pre-shot upload)
	LinkedIn	10 minutes max
	Pinterest	1 minute max
	TikTok	3 minutes max
	Twitter	10 minutes max

Instagram Stories will play video ads that are less than 15 seconds for the full duration of the video. Video ads that are 15 seconds or longer will be split into separate Stories cards. Instagram will display either 1, 2, or 3 cards automatically before giving viewers the option to tap **Keep Watching** to see the remainder of the video. By default, the number of cards automatically displayed before prompting viewers to tap **Keep Watching** is tailored to each viewer

Close and menu icons

Sponsored · 🌐

Ο Περιφερειάρχης Βορείου Αιγαίου Κώστας Ι. Μουτζούρης μας προσκαλεί στο #bigcityfestival #northaegean #ΕΣΠΑ #EUinmyRegion #mytilene #repba




Κώστας Ι. Μουτζούρης  
Περιφερειάρχης Βορείου Αιγαίου

20 11 shares

Like Comment Share

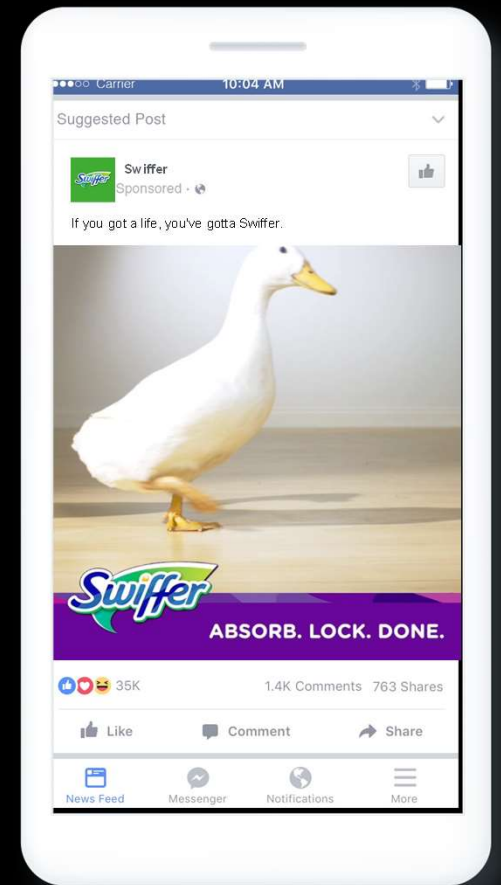
REGIO Europe in my region Sponsored · 🌐 Close and menu icons

O icónico Mercado do Bolhão e a Conserveira Pinhais têm uma nova vida e vão poder continuar a trazer os sabores do norte às próximas gerações!  
#EUinmyregion



euinmyregion.eu  
A Europa na minha região Learn more

WHEN IS THE VALUE  
DELIVERED IN THIS 50-  
SECOND AD?



## RULE #1

THE RIGHT DURATION IS THE ONE WHICH FITS YOUR STORY

But then, you need to select the platforms/placements fitting for that

## RULE #2

“EVERYTHING” IN THE FIRST 3 SECONDS

## RULE #3

ON SOCIAL WE BUY IMPRESSIONS NOT SECONDS. KEEP THE  
DOOR OPEN





# SO WHAT ?

**ON SOCIAL KEEP YOUR VIDEO SHORT**

**MAKE YOUR VIDEO LENGTH 15 SECONDS OR LESS SO THAT PEOPLE ARE MORE LIKELY TO WATCH IT UNTIL THE END.**

**TRIM & EDIT**

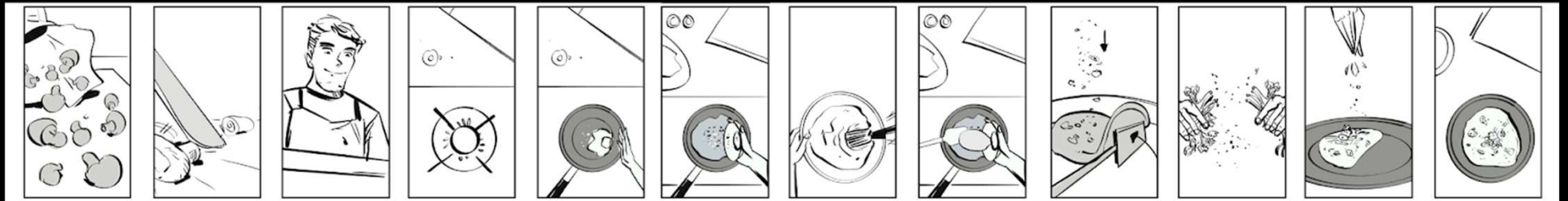
**IF YOU WANT TO USE EXISTING VIDEO THAT WASN'T ORIGINALLY MADE FOR SOCIAL, TRIM AND EDIT THEM**



# TRIM & EDIT

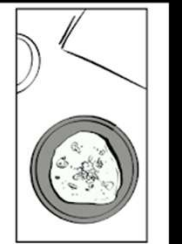
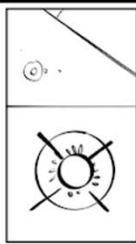
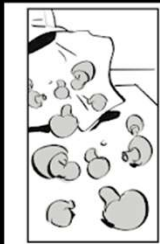
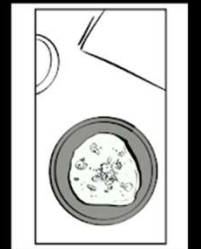
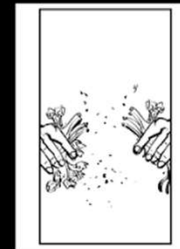
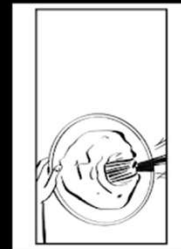
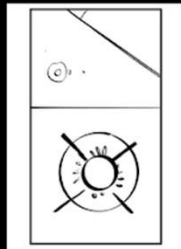
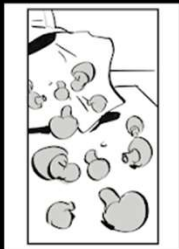


# THE ENTIRE STORY



# HOW IT HAS BEEN TOLD ON SOCIAL

Select the shots that are more visually appealing, colorful and full of action...



**...and load them upfront.**



# TRIM & EDIT



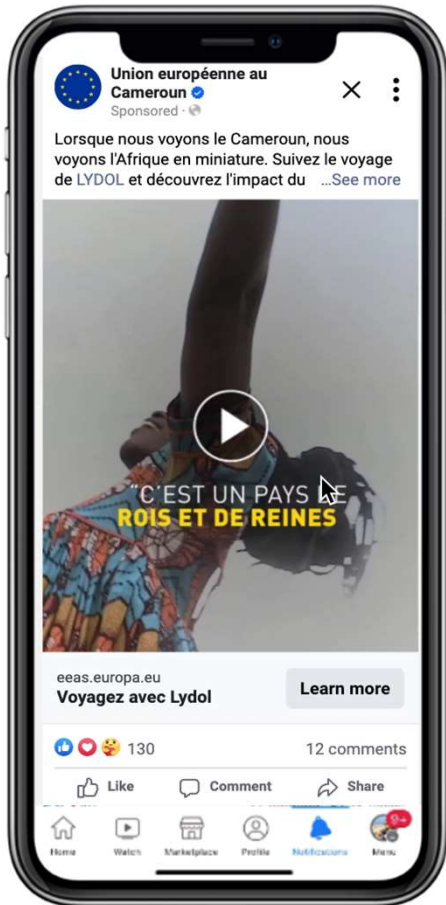
# SO WHAT ?

FOR LONGER VIDEOS USE SEQUENTIAL ADS

 MAKE A SHORT VERSION OF THE VIDEO TO BE SERVED TO A BROAD AUDIENCE AT FIRST.

 SERVE THE LONG FORM VIDEO WITHIN THE FOLLOWING CAMPAIGN RETARGETING VIDEO VIEWERS FROM THE SHORT VERSION VIDEO.









# 4.3

## SAFE ZONES: NAVIGATING REELS AND STORIES

# TEXT OVERLAYS AND SAFE ZONES



A safe zone is the channel-dependent area where you should place key elements of your visuals

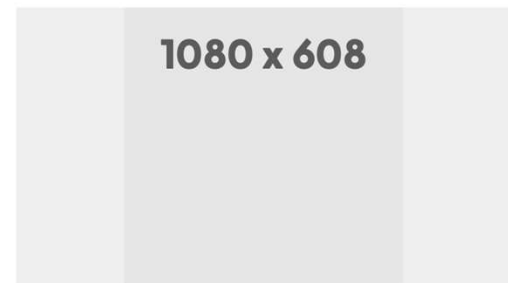
Text overlays on image and video ads can be a good way to draw attention to an important part of your ad's message.

We recommend that text overlays:

- Use a modern, clean font in a large enough type size and a contrasting hue.
- Don't obstruct the part of the visuals which matters.
- Don't communicate too many messages and only have ONE call to action.

## FEED SAFE ZONE

In the feed you are 100% safe. There are no profile icon or call-to-action which might cover your image or video ad.

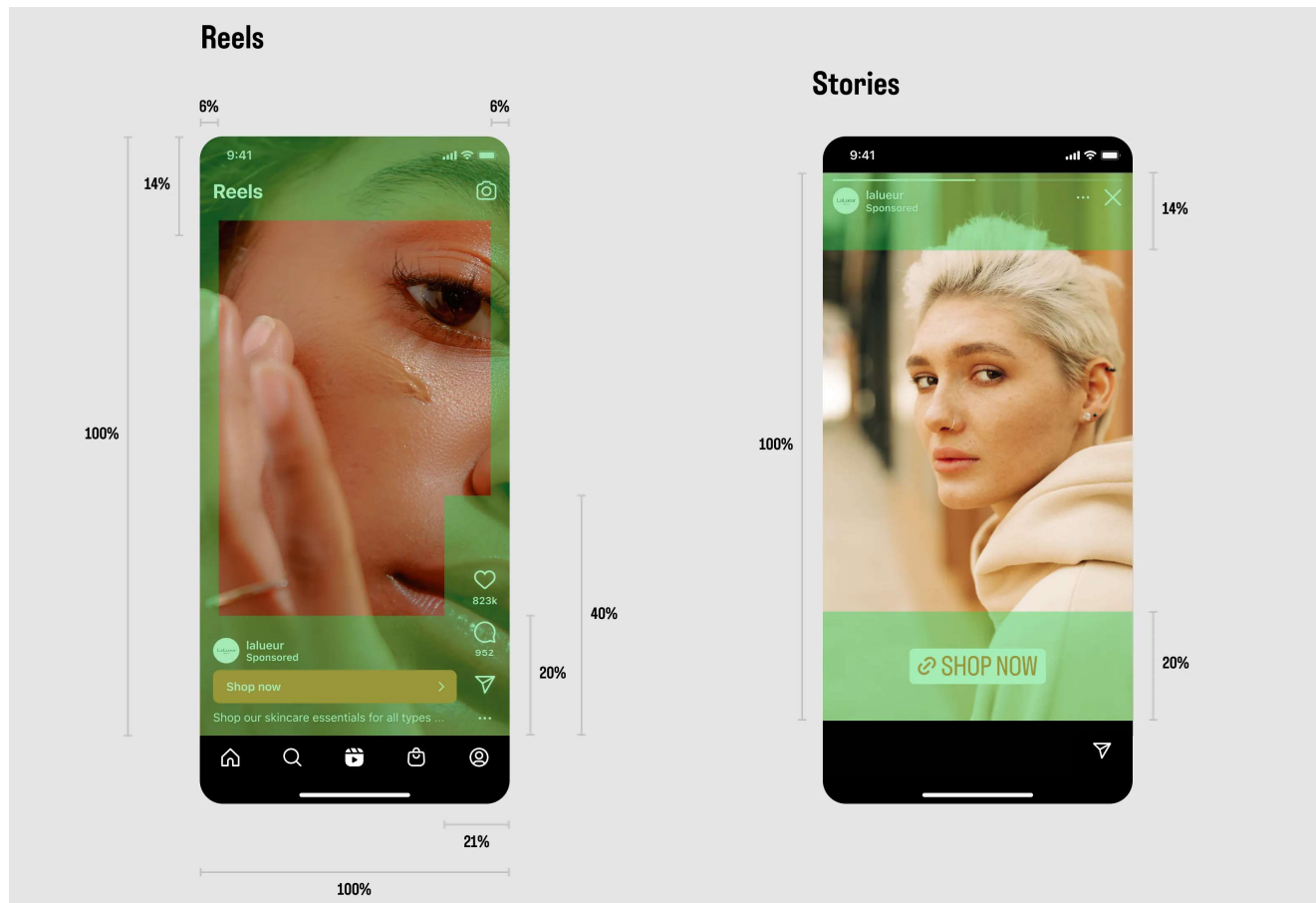


PolliniaContent.com

# REELS AND STORY SAFE ZONE

Mind top and bottom overlays!

Avoid any information in those parts.



# TIKTOK SAFE ZONE

Place all your important information in that zone



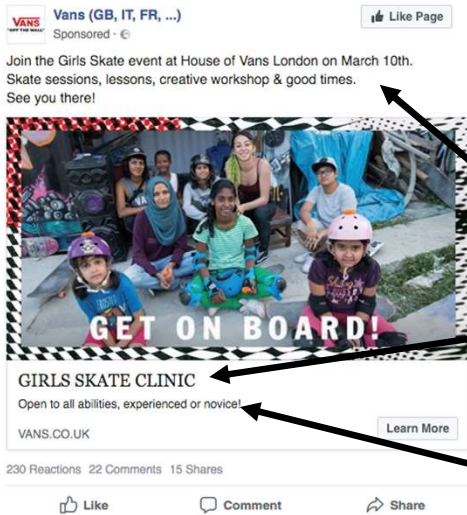


# 4.4

## HEADLINES AND CALL TO ACTIONS: THE “READ MORE” THREAT



# DON'T CROSS THE CHARACTERS' LINE



	Feed	In-Stream	Reels	Right Column	Instant Articles Marketplace
<b>Primary Text</b>	125 characters	N/A	50 characters	N/A	125 characters
<b>Headline</b>	27 characters	40 characters	N/A	40 characters	40 characters
<b>Description</b>	27 characters	30 characters	N/A	N/A	30 characters



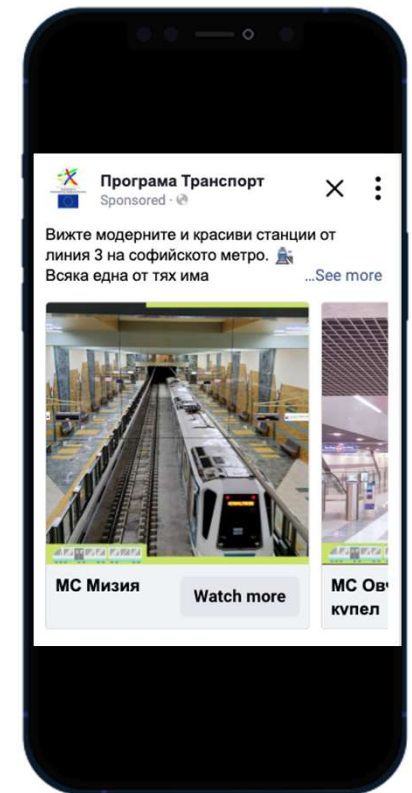
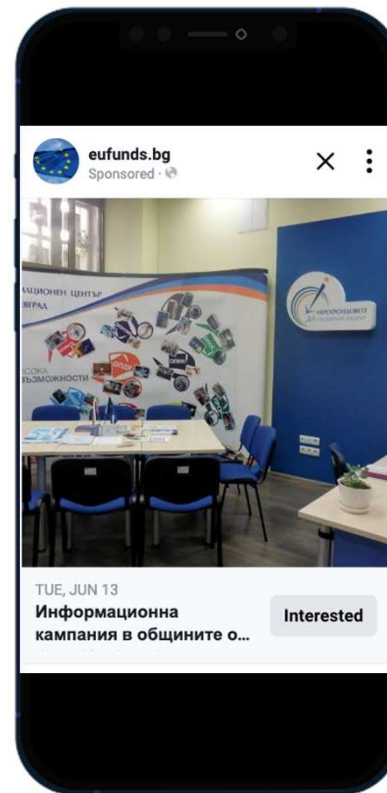
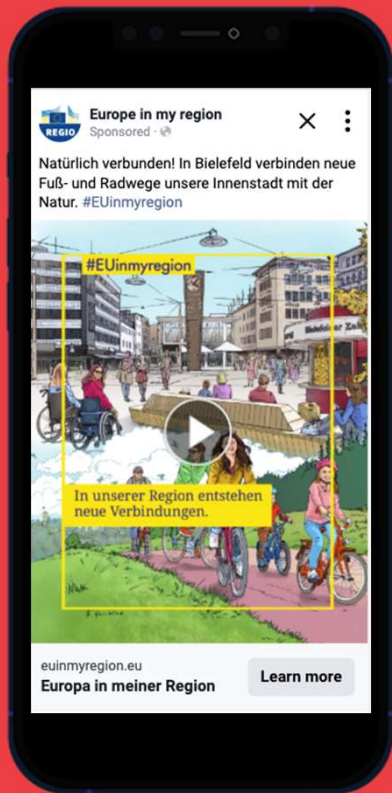
# DON'T CROSS THE CHARACTERS' LINE

	Feed	Explore
Primary Text	125 characters	125 characters
Headline	40 characters	N/A



PART 4.4 - HEADLINE AND CALL TO ACTIONS: THE "READ MORE" THREAT

OGILVY



# SO WHAT ?

## KEEP IT SHORT

- The PRIMARY TEXT for all platforms **MAX 40 characters**
- The HEADLINE for all platforms **MAX 27 characters**
- The DESCRIPTION for all platforms **MAX 27 characters**

OTHERWISE YOUR TEXT MAY BE TRUNCATED ACROSS  
VARIOUS PLACEMENTS AND DEVICES



# 4.5

## TEST MULTIPLE ASSETS AND COPY VARIATIONS

**CREATE 3-4 ADS WITHIN ONE CAMPAIGN SET UP**

**KEEP TESTING DIFFERENT COPY VARIATIONS AND/OR ASSETS  
PROVED TO INCREASE PERFORMANCE**

**YOUR CAMPAIGN WILL OPTIMIZE ON THE MOST COST/EFFECTIVE  
VARIATION**


# SOME EXAMPLES



VIDEO 1 – COPY 1



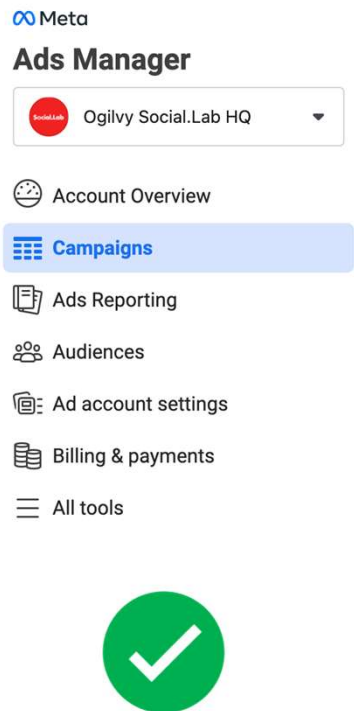
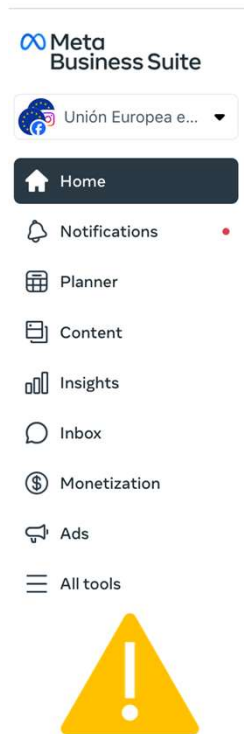
VIDEO 1 – COPY 2



# 4.6

## ADDITIONAL TIPS

# CREATE AND MANAGE IN ONE SPACE



**ALWAYS set up and manage your campaign from ADS Manager not from Business Suite**

## Why?

From ads manager you can:

1. Have more **control on budget** spent
2. **All performance metrics available** to monitor your campaigns
3. **Create multiple ads variations** or boost multiple Page posts within the same campaign.

## Tips to win on social

# KEY TAKEAWAYS

*Asset ratio matters*

*Square & vertical are minimum*

*Few placements fit for more than 15"*

*Stay in the safe zone*

*Main message before being truncated*

*Use multiple creatives and copy variations*



# POLL TIME



5

Q&A



# THANK YOU!

Any additional questions?

 [valentina.pol@ogilvy.com](mailto:valentina.pol@ogilvy.com)